



Media Release

Kotak, First Bank In India to Seamlessly Integrate Ola App into its Mobile Banking App

Now, book an Ola directly from the Kotak Mobile Banking App

Kotak's highly rated mobile banking app provides one-stop access to lifestyle services including travel, hotels, shopping and magazine subscriptions*

Mumbai, 26 August 2019: Kotak Mahindra Bank (Kotak) and Ola - one of the world's largest ride-hailing platforms, today announced a first-of-its-kind partnership that will enable Kotak customers to directly book Ola cabs and autos across 150 cities in India from within the Kotak mobile banking app.

The API integration - the first such implementation in the Indian banking industry - provides a faster, more secure and one-click check-out experience seamlessly to its customers. Customers can directly book, track and pay for Ola rides through their Kotak mobile banking app, without having to shuffle between apps. The integration enables customers to book an Ola ride under the 'KayMall' tab in the Kotak app, using their Kotak customer credentials.

Deepak Sharma, Chief Digital Officer, Kotak Mahindra Bank said, "The Kotak mobile banking app is one of the highest rated banking apps in the country. It is a super app that combines the best of banking and lifestyle use cases such as travel, hotel bookings and shopping. Urban mobility is an important part of our full suite of travel offerings and with this partnership with Ola, our customers can now book a ride with a secure and seamless one-click payment experience. The Kotak super app eliminates the need to download multiple apps and provides a wider choice of products and services, helping us deepen engagement with our customers."

Rahul Maroli, Vice President - Enterprise Business & Strategic Alliances, Ola said, "Improving the customer's experience is a constant focus at Ola and strategic partnerships play a significant role in accelerating such efforts. Integration of services empowers the customer, making their lives convenient. Through our partnership with Kotak, the two brands will capitalise on each other's technological strengths to offer a wonderful experience to our consumers."

With this partnership, Kotak users will have access to Ola's multi-modal commuting offerings, from pocket-friendly options such as Ola Auto, Micro and Mini to premium and distinct categories such as Ola Prime, Ola Prime Play, Ola Prime SUV, Ola Rentals and Ola Outstation.

The Ola in-app integration is currently available to Android users and will shortly be available on the iOS operating system as well. Booking an Ola ride on Kotak's mobile banking app will not attract any additional charges and Kotak customers will also be able to avail special offers.

This initiative is part of Kotak's digital-first organic growth strategy that is driven by its ABCD charter that focuses on -- AI enriched App, Biometric enabled Branch, Context enhanced Customer Experience and Data empowered Design.



As a part of Kotak's digital banking strategy and in its journey towards becoming a one-stop super app, Kotak has been expanding the scope of offerings on its mobile banking app. 'KayMall' on the mobile banking app offers customers a secure and convenient in-app shopping environment across a range of categories such as travel (flight, train, bus and cab bookings), hotel bookings, shopping on e-commerce websites and magazine subscriptions.

**Rated 4.8 on Apple App Store and 4.5 on Google Play Store*

About Ola

Ola is India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India, Australia, New Zealand, and the UK. The Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and over 1.5 million driver-partners.

Ola's core mobility offering in India is supplemented by its electric-vehicle arm, Ola Electric; India's largest fleet management business, Ola Fleet Technologies and Ola Skilling, that aims to enable millions of livelihood opportunities for India's youth. With its acquisition of Ridlr, India's leading public transportation app and investment in Vogo, a dockless scooter sharing solution, Ola is looking to build mobility for the next billion Indians. Ola also extends its consumer offerings like micro-insurance and credit led payments through Ola Financial Services and a range of owned food brands through India's largest network of kitchens under its Food business.

Ola was founded in 2011 by Bhavish Aggarwal and Ankit Bhati with a mission to build mobility for a billion people. For more details, visit www.olacabs.com/media

About Kotak Mahindra Bank Limited

Established in 1985, Kotak Mahindra Group is one of India's leading financial services conglomerates. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the Group's flagship company, received banking license from the Reserve Bank of India (RBI), becoming the first non-banking finance company in India to convert into a bank - Kotak Mahindra Bank Ltd.

Effective April 1, 2015, ING Vysya Bank Ltd. merged with Kotak Mahindra Bank Ltd. As on June 30, 2019, Kotak Mahindra Bank Ltd, has a national footprint of 1,503 branches and 2,394 ATMs. The Bank has four Strategic Business Units – Consumer Banking, Corporate Banking, Commercial Banking and Treasury, which cater to retail and corporate customers across urban and rural India.

For more information, please visit the company's website at <https://www.kotak.com/>

For further information, please contact:

Rohit Rao	Phiroza Choksi	Rakesh Sharma	Lalita Tiwari
Kotak Mahindra Bank	Kotak Mahindra Bank	Fortuna PR	Fortuna PR
+91-22-6166-0001	+91-22-6166-0001	+91-98335-37679	+91-99302-52484
rohit.rao@kotak.com	phiroza.choksi@kotak.com	rakesh@fortunapr.com	lalita@fortunapr.com